

WKOV-TV



**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1300100**



B-S

## BROADCASTING STATION LICENSE RECORD

COMM. TV B/C

First Operation: 6-21-53 (Started 7-8-53)

Date first licensed 10-17-56 (214)

CH 22

Call letters WKOV-TV  
(Station Loc: Madison, Wis.)

LIBERTY TELEVISION, INC. (AL 9-20-78; Eff: 11/30/78)

HORIZONS COMMUNICATIONS CORPORATION OF WISCONSIN (BALCT-398 9-9--70 EFF: 10-29--70)

X MID-CONTINENT BROADCASTING CO. OF WISCONSIN, INC. (BALCT-126, 7-29-60 EFF: 9-1-60)

Name of licensee X MONONA BROADCASTING COMPANY

5727 Tokay Boulevard, Madison, Wisconsin (BLCT-1509 :Gr:9-16-66)

X 4.5 mi. Southwest of City on Gilbert Road, Nr. Madison, Wis. (BMPCT-978)

Transmitter location X On piper Road, 4 miles S.W. of Madison, Wisconsin gr. 3-5-53

5727 TOKAY BOULEVARD, MADISON, WISCONSIN (BPCT-3513 5-5-65).

X 4.5 mi. Southwest of City on Gilbert Road, nr. Madison, Wis. (BMPCT-1108)

Main studio location X To be determined, Madison, Wisconsin GR. 5-11-53



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	L. R. Power	Time Div.	Period From- To-
BPCT-1186	1-7-53	Ch. #27 V. 87 Kw. 548-554 A. 47 Kw. MCA.		U	3-7-53 9-7-53
Construction permit for a new commercial TV b/c station.					
BPCT-976	3-5-53	Same	Same	Same	5-5-53 11-5-53
Mod. of CP(BPCT-1186 etc.) to change T-L and make slight antenna changes; also, ant. hgt.					
BPCT-1108	5-11-53	same	same	same	7-11-53
Mod. C.P. (BPCT-1186) change studio location.					
Wire	6-9-53	STA operate comm. basis exact accord.			
BPCT-976 as modified by BPCT-1108 except for use of RCA one KW trans. Trans. power output 1 KW visual, .6 KW aural					
Period 6-21-53 to 12-21-53. (started 7-8-53)					
WIRE	11-25-53	Ext. STA oper comm basis exact accord CP BPCT-1108 except using RCA 1 kw trans, power output 1 kw vis, 0.6 kw aural. Period ending January 11, 1954.			
BPCT-1637	12-15-53	Mod. CP(BPCT-1186) to extend compl. date.			3-7-53 7-11-54
12-15-53	EXT. STA,	Opr. Comm. basis exact accord. C.P. BPCT-1637, excp. using RCA 1 KW Transm., power output 1 KW Visual, 0.6 KW Aural. Period Ending 7-11-54.			
BPCT-2180	6-14-54	Same	Same	Same	3-7-53 1-10-55
Mod. of CP(BPCT-1186 as mod., etc.) for extension of completion date.					
Wire	7-9-54	EXT of STA operate comm. basis accord. CP(BPCT-2180) except using RCA 1 kw transmitter, power output 1 kw Vis., Aur. 0.6 kw Aur. Period ending 1-10-55.			
BPCT-2023	8-17-54	Same	V-162kw A-87.1kw	same	3-7-53 2-17-55
Mod. CP(BPCT-1186, as mod) to chg. ERP, type of transmitter & Ant.					
WIRE	EXT STA	Opr. Comm. basis accord CP BPCT-2023 except using RCA 1 kw transmitter power output 1 kw Vis. 0.6 kw Aur. Per. End. 2-17-55.			
BPCT-2855	2-14-55	same	same	same	3-7-53
Mod. CP(BPCT-1186, as mod) to extend completion date 8-17-55					
Wire	2-15-55	Mod. STA operate Comm. basis accord. CP BPCT-2855, pending filing of Lic. Appl. Per. End. 8-17-55.			



Form BC-126  
June 1954

CARD # 2

COMM. TV B/C

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WKOW-TV

Name of licensee MONONA BROADCASTING COMPANY

Transmitter location SEE CARD # 1

Main studio location SEE CARD # 1



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BMPCT-3288	7-29-55	same	same	same	3-7-53
Mod. CP (BPCT-1186, as mod) to extend completion dt. 2-17-56					
WIRE 8-2-55 EXT STA OPER COMM BASIS ACCORD CP (BMPCT-3288)					
PENDING FILING OF LIC. APPLI. AUTHORITY EXPIRES 2-17-56.					
BLCT-409	10-17-56	Ch. #27,	V 162 kw (DA)	U	10-17-56
(690')	548-554 mcs	A 87.1 kw (DA)			12-1-58
Lic. to cover C.P. (BPCT-1186, as mod.).					
BRCT-214	11-25-58	same	same	same	12-1-58
RENEWAL OF LICENSE					12-1-61
BALCT-126	7-20-60	VOLUNTARY ASSIGNMENT OF LICENSE TO MID-CONTINENT BROADCASTING CO., OF WISCONSIN, INC. EFF: 9-1-60			
BRCT-214	11-1-61	same	same	same	12-1-61
RENEWAL OF LICENSE					12-1-64
BRCT-214	11-30-64	CH. #27	V-162kw	DA U	12-1-64
AH: 690' MSL: --	548-554	A-87.1kw	DA		12-1-67
RENEWAL OF LICENSE (CONDITIONAL)					
BPCT-3513	5-5-65	CH. #27	V. 195 kw	U	7-5-65
AH: 1250' MSL: 2249'	548-554	A. 29.5 kw			
Construction Permit to chg. ERP, type of Ant. AH. 1-5-66					
WIRE	8-27-65	REURLET 25. PENDING FILING LICENSE APPL. AUTH. GRANTED OPER. WKOW-TV TEMP. PERIOD END 9-30-65 ACCORD CP BMPCT-6129. ADVISE WHEN OPER. COMMENCES UNDER THIS AUTH. THIS AUTHORIZATION IS WITHOUT PREJUDICE TO ACTION THAT MAY BE TAKEN AS A RESULT OF PROCEEDINGS IN DOCKET 15415. OPERATION BEGAN- 8-29-65			
WIRE	9-21-65	REURTEL 20. PENDING FILING LICENSE APPLICATION, EXTENSION AUTH. GRANTED OPER. WKOW-TV TEMP. PERIOD END. 10-15-65 ACCORD. CP BMPCT-6129 AND COMM. WIRE 8-27-65. FURTHER EXTENSION WOULD NOT APPEAR WARRANTED IN ABSENCE FILING FCC FORM 302.			
BMPCT-6129	8-19-65	CH. 27	V-195 kw	U	7-3-65
AH: 1250' MSL: 2249'			A-29.5 kw		2-19-66
Mod. of CP (BPCT-3513) to move the antenna tower.					
WIRE	10-13-65	RE TENDERED LICENSE APPL., AUTH. GRANTED OPERATE WKOW-TV ON PROGRAM TEST ACCORD. SECTION 73.629 RULES AND CP BPCT-3513.			
WIRE	1-17-66	RE TENDERED LIC. APPL. AUTH. OR OPERATE WKOW-TV PREVIOUSLY LICENSED MAIN ANTENNA AS AUTH. ON PROGRAM TEST ACCORDANCE WITH SECTION 73.699 OF THE RULES.			



Form BC 126

June 1954

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WKOW-TV

Station location .....

Name of licensee ..... SEE CARD #1

Transmitter location ..... SEE CARD #1

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BLCT-1509 AH: 1000'	9-16-66	CH.27 548-554	V-195 A 29.5	U	9-16-66 12-1-67
Lic. to cover CP(BPCT-3513)					
BPCT-3923 AH: 1000' MSL:2024'	4-18-67	CH.27 548-554 mcs	V 880kw A-176 kw Main T & A	U	6-18-67 12-18-67
Construction Permit for changes in ERP, & Type of trans.					
BLCT -1568 AH: 690'	6-6-67	CH.27 548-554	- AUX. ANTENNA		6-18-67 12-1-67
FOR EMERGENCY TEST AND MAINTENANCE PURPOSES ONLY.					
BMPCT-6677	12-5-67	same	same	same	6-18-67
Mod. of CP(BPCT-3923) to ext. compl. date					6-5-68 ✓
BMPCT-6819	6-11-68	MP (BPCT-3923, as mod) EXT. TIME (2)			
MAIN TRANS. & ANTENNA					12-11-68
WIRE	6-10-69	Auth. gr. to operate remote control			
BRCT-214	7-31-69	(S) RENEWAL OF LICENSE			
MAIN TRANS. & ANTENNA & AUX. ANTENNA					12-1-70
AUXILIARY ANTENNA LICENSE CANCELLED					3-6-70 AT REQUEST OF LICENSEE!
BALCT-398	9-9-70	A7L			
BPCT-3923 as modified was allowed to expire at the request of Permittee - was not covered by a license. !					
BRCT-214 AH:1250' MSL:2249'	11-25-70	Ch-27 548-554mc	V-195kw A-29.5kw	Unl.	12-1-70 12-1-73
ESBA	5-15-72				
BPCT-4561 AH: 1250' MSL:2249'	2-12-73	Ch.27 548-554	V-871kw A-174kw	U	4-12-79 8-12-74
CP to chg ERP & trans.					
Wire oper. PTA accord. 73	5-31-73	Re tendered lic. appl., auth. grtd. 629 & BPCT-4561			
BLCT-2219	6-26-73	Lic. (BPCT-4561) for changes			U (L) 12-1-73
BRCT-214	11-28-73	RENEWAL OF LICENSE (S)			12-1-76
BRCT-214	11-15-76	RENEWAL OF LICENSE (S)			12-1-79
BALCT-7807211B	9-20-78	Vol.	AL		



CARD NO. 4

COMMERCIAL TELEVISION

BROADCASTING STATION HISTORY RECORD

First licensed .....

Call Letters WKOW-TV .....

Station Location MADISON, WISCONSIN .....

Name LIBERTY TELEVISION, INC. ....

Transmitter Location 5727 TOKAY BOULEVARD, MADISON, WISCONSIN .....

Main studio location 5727 TOKAY BOULEVARD, MADISON, WISCONSIN .....



# Authorization Record

File No.

Granted

Facilities

Expires

BRCT-790801LL

1-13-80

RENEWAL OF LICENSE

12-1-82



Form A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call

Letters ~~WIS~~ - WKOW-TV

Name MONONA BROADCASTING COMPANY  
 (P.O. 215 West Washington Avenue, Madison, Wisconsin)

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-1186 Recd Filed	7-29-52 8-20-52 8-20-52	OP for a new Commercial TV Broadcast station Freq: Ch # 27, 548-554 Mc. E. R. P. Vis. 85 kw, Aur. 42.5 kw Hours of operation: Unlimited S-L: To be determined - Madison, Wisconsin T-L: Southwest of Madison on Piper Road, Madison, Wisconsin (Vis & Aur RCA-TTU-5A) (612') Filed by Jack P. Blume, Attorney	GRANTED	1-7-53
BPCT-976 Recd Filed	2-2-53 2-4-53 2-4-53	Modification of OP (BPCT-1186 which authorized a new commercial TV broadcast station) to change transmitter location from On Piper Road, 4 miles S.W. of Madison, Wisconsin to On Gilbert Road, Southwest of Madison, Wisc. and make slight antenna changes. (688.25) Filed by Jack P. Blume, Atty.	GRANTED	3-5-53



Walter F. Kean, Esq.



## APPLICATION RECORD - BROADCASTING

Comm TV B/C

FORMERLY FCC FORM 94

Call  
Letters WKOW-TVName MONONA BROADCASTING COMPANY  
Madison, Wisc.

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-1108 Recd Filed	4-23-53 <del>4-30-53</del> 4-30-53	Mod. of CP (BPCT-1186 as mod. which auth. a new commercial TV b/c station) to change studio location from, To be determined, Madison, Wisconsin, to 4.5 miles Southwest of City on Gilbert Road, near Madison, Wisc. (same as transmitter location) Filed by Jack P. Blume, Atty.	GRANTED	5-11-53
BPCT-1637 Recd. Filed	12-8-53 12-11-53 12-11-53	Mod. of CP (BPCT-1186, as mod., which authorized a new Comm. TV B/C Station) to extend completion date from 1-11-54 to Jan. 1955. Filed by B. W. Huiskamp, Atty. (Mad., Wisc.)	GRANTED	12-15-53
BPCT-2023 Recd. Filed  Cont'd on card # 3	3-26-54 3-31-54 3-31-54	Mod. of CP (BPCT-1186, as mod., which authorized a new Comm. TV B/C Sta.) to change ERP from Vis. 87 kw, Aur. 47 kw, to Vis. 202 kw, Aur. 108 kw and change type of transmitters. (RCA TTU-12A) (688.25') Filed by Jack P. Blume, Atty.	GRANTED	8-17-54



Card # 3

FORM A-170

## APPLICATION RECORD - BROADCASTING

Comm TV B/C

FORMERLY FCC FORM 94

Call  
Letters

WISN-TV

Name Monona Broadcasting Company  
Madison, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-2023 Card # 2 Amended Recd resubmitted Recd & filed	Cont'd from 5-5-54 5-10-54 5-17-54 5-20-54	Amended to change ERP from Vis. 202 kw, Aur. 108 kw to Vis. 163.5 kw, Aur. 87.5 kw and make slight antenna changes. Filed by Benito Gaguine, Atty.	<del>Amendment only, return to Atty. letter 5-12-54. (Discrepancy in dates.)</del> GRANTED	<del>8-17-54</del> 8-17-54
BMPCT-2180 Recd. Filed	6-3-54 6-8-54 6-8-54	Mod. of CP (BPCT-1186, as mod., which authorized a new Comm. TV B/C Station) to extend completion date from 7-11-54 to 1-10-55. Filed by Jack P. Blume, Atty.	GRANTED	6-14-54
BMPCT-2855 Recd. & Filed	2-8-55 2-10-55	Mod. of CP (BPCT-1186, as mod., which authorized a new Comm. TV B/C Sta.) to extend completion date from 2-17-55 to 8-17-55. Filed by Jack P. Blume, Atty.	GRANTED	2-14-55
BMPCT-3288 Recd & filed Ext. #7	7-20-55 7-25-55	Mod. of CP (BPCT-1186, as mod., which authorized a new Comm. TV B/C Sta.) to extend completion date from 8-17-55 to 2-17-56. Filed by Jack P. Blume, Atty.	GRANTED	7-29-55



FORM BC-121

## APPLICATION RECORD - BROADCASTING

FORMERLY FORM A-170

MID-CONTINENT BROADCASTING CO. OF WISCONSIN, INC.

Call  
Letters **WKOW-TV**

Name

Madison, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
ELCT-409 Recd. & Filed	11-10-55 11-25-55	License to cover CP (EPCT-1186, as mod.) which authorized a new Comm. TV B/C Station. Filed by Benito Gagnine, Atty.	GRANTED	10-17-56
ERCT-214 Recd & Filed	8-18-58 9-2-58	Renewal of License. Filed by Ben C. Fisher, Attorney	GRANTED	11-25-58
BAICT-126 Rec. & filed	6-21-60 6-24-60	Voluntary assignment of license to Midcontinent Broadcasting Co., of Wisconsin, Inc. Harry M. Plotkin-atty for assignor Clair L. Stout-atty for assignee	GRANTED EFF: 9-1-60	7-20-60
BRCT-214 Recd. & Filed	8-23-61 8-31-61	RENEWAL OF LICENSE Clair L Stout, Atty.	GRANTED	11-1-61
BRCT-214 Recd. & Filed	8-24-64 8-31-64	RENEWAL OF LICENSE J. Adrian Roberts, Atty. (DOW, LOHNES, ALBERTSON)	GRANTED CONDITION without pre- judice to whatever action taken in Docket 15415	11-30-64



FORM BC-121  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

COMM. TV

Call  
Letters WKOW-TV

Name MID-CONTINENT BROADCASTING CO. OF WISCONSIN, INC.  
CH. 27 MADISON, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-3513 R & F:	1-29-65 2-9-65	Construction Permit to change ERP from Vis. 162 kw (DA), Aur. 87.1 kw (DA) to Vis. 195.5 kw (HORZ), Aur. 29.33 kw (HORZ); change type of antenna to RCA TFU-25G, make changes in the antenna system, and height above average terrain to 1250 feet; redescribe studio location as 5727 Tokay Blvd., Madison, Wisconsin. Francis X. McDonough, Atty. (DOW, LOHNES, ALBERTSON)	GRANTED	5-5-65
BPCT-6129 R & F	7-8-65 7-12-65	Mod. of CP (BPCT-3513, which authorized changes in existing station) to move the antenna tower approximately 110 feet north and slightly west of the location; and increase antenna height above average terrain to 1258 feet and make minor change in geographical coordinates. DOW, LOHNES & ALBERTSON, ATTY.	GRANTED	8-19-65



## About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast radio stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file.

TV History Cards were initiated in the early 1940s, with the authorization of the earliest TV stations. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form for reference.

In 1999, the Commission moved to a new location (445 12<sup>th</sup> Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). Prior to that move, the History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of television station history.

